

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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September 22, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Harry:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 35 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	3
Light Men 100	12300-24492	1
Light 100	12300-24489	2
FF 100	12300-24490	2

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE:

1,0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (If additional live pack is added to Display)

4.9 Savings Cartons (If additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,237.97

51844 8542

-2-
B2G1F
LAVIN CANDY CO.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$39.20 (2.8 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162301

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

V-B2G1F.DOC

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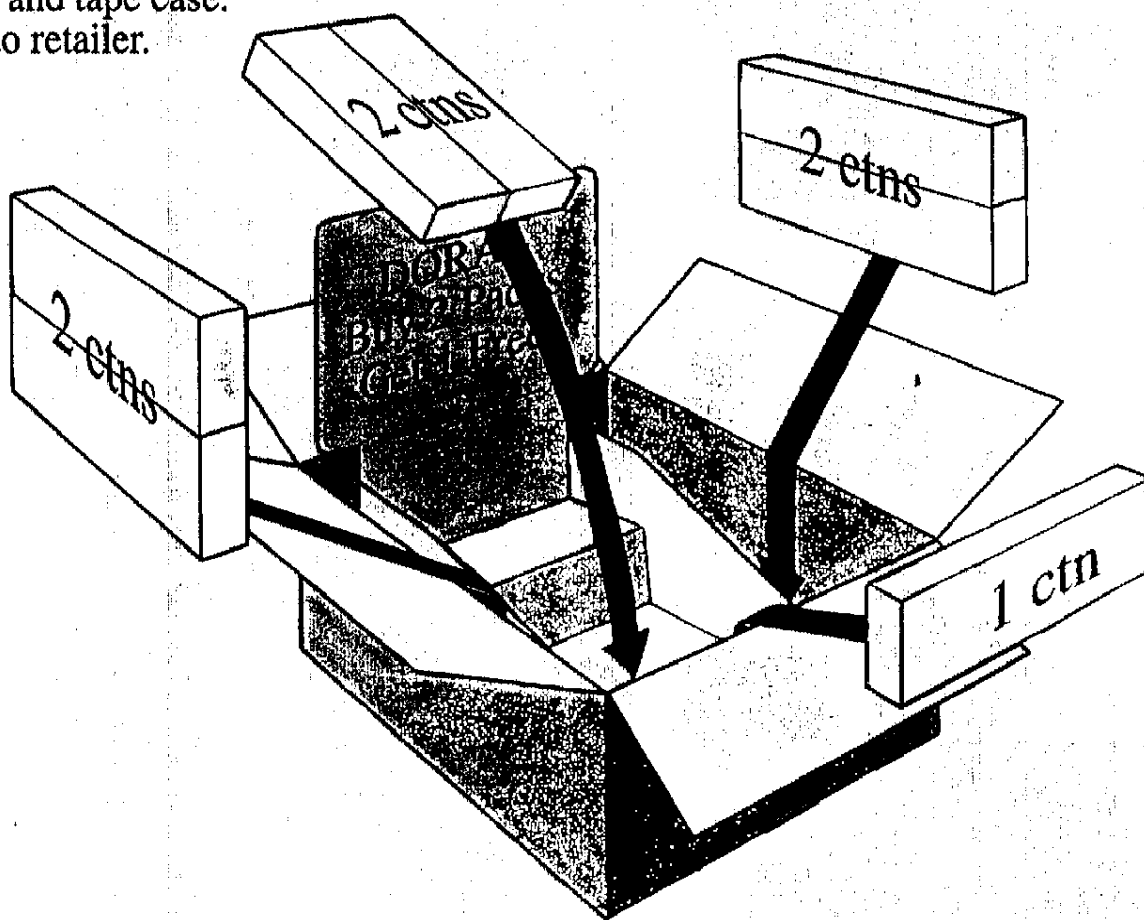
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>FF 100</i>		
Number of Cartons						

51844 8544

WORKPLAN VAP TEMPLATE LISTING

PAGE: 3
DATE: 97-09-11
TIME: 02:22 PM

WHOLESALE: 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE: 701647 1100 DOR BZGLF NOV
SALES LEVEL: 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	4			(518) 891-1890	
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	2			(518) 561-6858	
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	2			(518) 891-2485	
162201	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	2			(518) 563-6300	
162301	162323	177844	FRECHETTES GROCERY	266 MARKET ST	PLATTSBURGH	NY	12901	2			(518) 563-1920	
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	2			(518) 563-6061	
162301	162323	177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	2			(518) 643-8028	
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	2			(518) 873-9935	
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	2			(518) 563-9369	
162301	162323	498171	SOUTHSIDE GROCERY	4788 CREST BLVD	PLATTSBURGH	NY	12901	2			(518) 563-6788	
162301	162323	69124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	2			(518) 963-7277	
162301	162323	752635	SMOK-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	2			(518) 563-8220	
162301	162323	767981	BILT'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	2			(518) 563-8500	
162301	162323	787715	BORDERVIEW GROCERY	RT 11 & RIDGE ROA	CHAMPLAIN	NY	12919	2			(518) 298-3050	
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	2			(518) 585-3577	
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	2			(518) 585-7527	

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 34

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 34

***** END OF REPORT FOR PROMOTION 701647 *****